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MEMBERSHIP DUES: REGULAR.... $6.00, ASSOCIATE...$3.00, JUNIOR (-18)...$4.00
LIFE MEMBER...$60.00

EDITOR'S CORNER

Steven Kawalec suggested that we run a **Mail Bid Sale in Jerseyana,** with members consigning items for the sale. We tried this several years ago, without much success, but we can try again, providing someone volunteers to manage it.

I have not received a single article since taking over as Editor and would appreciate some input from the members, as I am running out of material to publish.

If you have any complaints or suggestions to improve Jerseyana, please let us know about it.

Al Zaika

Campbell SOUP Company

COMPANY CHRONOLOGY

1869 - Joseph Campbell, a fruit merchant, and Abram Anderson, an ice box manufacturer, form first partnership to can tomatoes, vegetables, jellies, condiments, and mince meat. First plant in Camden, N.J.

1876 - Anderson leaves partnership; Arthur Dorrance and Joseph Campbell form new firm.

1891 - Company name changed to Jos. Campbell Preserve Co.; incorporated in N.J. ten years later.

1894 - Arthur Dorrance succeeds Joseph Campbell as president; Campbell retires and dies in 1900 ending association of Campbell family with the company.

1897 - Dr. J. T. Dorrance, nephew of Arthur, joins the company after study in Europe, and originates the concept of canned condensed soup.

1898 - Campbell's Soups red-and-white label first introduced. Colors suggested by Cornell College football uniforms.

1899 - First advertising on New York City streetcars.

1900 - Campbell's Soups win gold medallion for excellence at Paris Exposition; medallion featured on labels ever since.

1902 - Profitable every year since 1889, company pays first in unbroken series of cash dividends.

1904 - Campbell's Pork & Beans are introduced. Philadelphia artist Grace Gebbie Drayton creates the Campbell Kid characters.

1905 - Joseph Campbell Company is new corporate name. First magazine ad in Good Housekeeping notes "21 Kinds of Campbell's Soups - 16 million cans sold in 1904".

1911 - Campbell's Soups enter California market and achieve national distribution.

1914 - Dr. J. T. Dorrance assumes presidency of the company.

1915 - Products of Franco-American Food Company, N.J. maker of gourmet foods and soups, are added. Franco-American brand continued by Campbell for spaghetti and other pasta products.

1922 - Company name changed to Campbell Soup Company.

1923 - Campbell Sales Company formed.

COMPANY CHRONOLOGY

1929 - Company opens its second major soup plant in Chicago.

1930 - Dr. J. T. Dorrance dies and is succeeded as president by his brother, Arthur C. Dorrance. Canadian subsidiary, Campbell Soup Company, Ltd., is organized.

1931 - Campbell begins radio advertising. First Canadian plant begins production in Toronto.

1932 - Campbell's Tomato Juice introduced.

1933 - British company, Campbell's Soups Limited, is organized.

1934 - New soup varieties continue to be introduced; Chicken Noodle and Cream of Mushroom are added.

1936 - Campbell begins to manufacture its own cans; today it is the third largest sanitary (food) can producer in the world although it manufactures only for its own needs.

1939 - First formal agricultural research department is established.

1942 - Sales top $100 million mark.

1946 - Arthur C. Dorrance dies and is succeeded as president by James McGowan, Jr.

1947 - Campbell opens a third soup plant in Sacramento, Cal. and begins to grow its own mushrooms at Prince Crossing, Ill. An institutional sales force is formed.

1948 - "V-8" Cocktail Vegetable Juice is added to the company's product line.

1950 - First Campbell television advertising.

1953 - James McGowan, Jr., retires and W. B. Murphy is elected president. Campbell Soup Fund is organized.

1954 - Company makes public offering with one class of common stock and is admitted to trading on the New York Stock Exchange. Campbell begins TV sponsorship of "Lassie".

1955 - Company enters frozen foods business by affiliation with C. A. Swanson & Sons, originator of the "TV Dinner". Swanson line of frozen prepared breakfasts, dinners, meat pies, entrees, and canned poultry and meat products has grown from 11 items in 1955 to 65 in 1972.

1957 - New General Office Building opened in Camden. Napoleon, Ohio plant begins production. Company establishes International Division.

1958 - Sales exceed $500 million. Campbell enters continental Europe with Italian company, Campbell's Soups S.p.A., and plant at Felegara.

COMPANY CHRONOLOGY

1959 - New plant at King's Lynn, England, opens to serve U. K. and European markets. Campbell's de Mexico, S. A. de C. V., and Campbell's Soups (Aust.) Pty. Limited are formed.

1960 - Plants begin operations in Chestertown, Md.; Listowel, Ont., Canada, and Portage la Prairie, Manitoba, Canada.

1961 - Company enters baked goods business as Pepperidge Farm, Incorporated, becomes affiliated with Campbell through an exchange of stock. Company acquires Biscuits Delacre, Belgian cookie and confection maker.

1962 - New plants completed and begin production in Shepparton, Australia; Nieppe, France, and Villagran, Mexico.

1963 - Bounty brand introduced. New mushroom farm at Brighton, Inc., opens.

1964 - Campbell common stock splits 3-for-1. Company's fifth major canned foods and soup plant in U. S. at Paris, Texas opens. Campbell-sponsored history of the food industry, "The Lifeline of America", is published.

1965 - New frozen foods plants begin operations at Fayetteville, Ark., and Pocomoke City, Md.; plant at Tecumseh is modernized and expanded. Food Service Division is created. SpaghettiOs introduced under Franco-American label.

1966 - Campbell Institute for Agricultural Research (CIAR) and Campbell Institute for Food Research (CIFR) assume direction of company research programs. New frozen foods plant at Sumter, S. C., and mushroom farm at Portage la Prairie in Canada begin production. Pioneer Research-Laboratory established at Cinnaminon, N.J. EfficienC brand of food service products introduced.

1969 - Introduction of Swanson Frozen Breakfasts. St. Marys, Ont. plant begins operations. Campbell Container Company established. Company enters the quality candy business with Godiva Chocolatier, Inc. Champion Valley Farms, Inc. established to enter the pet food market.

1970 - Chunky ready-to-serve soups introduced. Campbell Museum opens in Camden, N.J. Company enters food-away-from-home business through restaurants of Herfy's Corporation and affiliated Clark corporations in the Pacific Northwest area. Bloomsburg, Pa. plant begins to produce pet foods under "Recipe" brand. Clayton, Del. ingredient processing plant purchased.

1971 - Sales top $1 billion. "Recipe" brand introduced nationally; becomes fifth largest selling U. S. canned dog food within the year. New research complex and pilot plant open at Camden, N. J. Company wins national awards for corporate citizenship and environmental control programs.

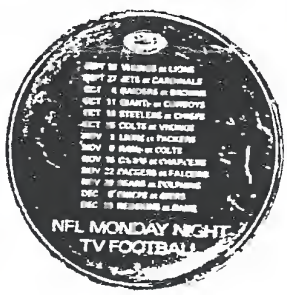
COMPANY CHRONOLOGY

1972 - W. B. Murphy retires; succeeded as president by Harold A. Shaub. Swanson "Hungry Man" frozen dinners added. Company enters retail garden center business with Lexington Gardens, Inc.; purchased Valley Tomato Products, Inc.

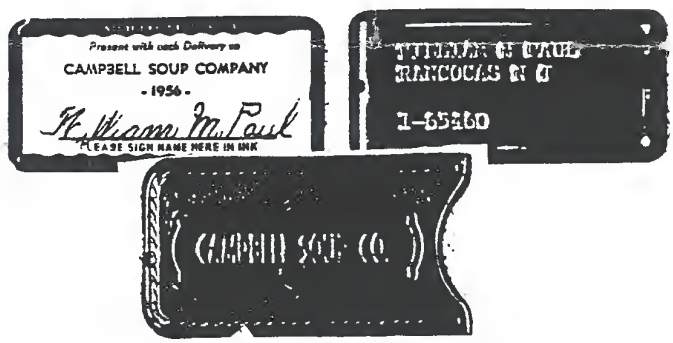
1973 - "Mixing Chunks" and "Training Treats" added to "Recipe" pet food line. Pepperidge Farm opens mini-bakeries in Burbank, Cal., and Grand Prairie, Texas, and offers food delicacies by mail through new affiliate, Pepperidge Farm Mail Order Company. "Raviolios" introduced under Franco-American label. Company's first Hanover Trail Steak House opened at Whippany, N. J.; "Pietro's" pizza parlors added to restaurant operations in Oregon and Washington. Additional Lexington Gardens operations opened at Newtown and Simsbury, Conn. U. S. food processing industry continued to operate throughout year under wage and price controls in effect since implementation of Economic Stabilization Act in August, 1971.

(From Al Zaika collection)

The items shown below are the ony genuine Campbell Soup Co. items that I'm aware of. Many other Campbell Soup collectibles are being sold, but they are made and sold by other companies, under license from the Campbell Soup Co.

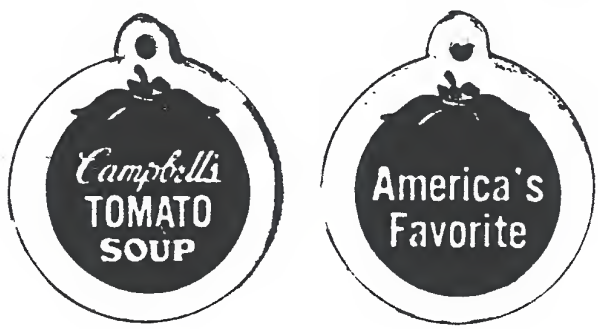


Miss America Pageant, 1971 alum. token, 39 mm.



Metal adress plate in plastic case. Was used to record delivery of truck load of tomatoes to the Camden, NJ plant.

Celluloid covered pocket mirror 46X72 mm multicolored.



Plastic key ring tag, 38 mm, red and white.

Wanted: Encased cents and other coins, engraved coins, pop-outs, scenic love tokens, hobo nickels, potty dollars, just about anything made from coins. Send for my offer or call me at 407-352-7807. Bob Slawsky. PO Box 864, Windermere, FL 34786.

Obsolete or Broken Banknotes: From all counties in New Jersey, as well as Merchant Scrip, wanted for collection. Send photocopy or description. (Weit or Hexby #) to Tom O'Mara, 55 Rumson Road, Rumson, NJ 07760.

Dog License Tags: If you don't read ***PAW PRINTS***, you don't know dog license tags. Complimentary copy on request. Bill Bone, Editor, 928 S.R. 2206, Clinton, KY 42031.

Ocean County: Collecting and Researching all Ocean County obsolete and broken banknotes and merchant scrip. Want anything from Toms River 1850 to 1960, also notes issued in Bricksburg 1840's, Manchester 1840's....BUY - SELL - TRADE. Bob Mitchell, 629 Monmouth Way, Winter Park, FL 32792.

George Washington Inaugural Button Copies. Wanted, especially the different 1974 Liberty Village (Flemington NJ) copies, but others too, Write with description and price to F. Steimle, 2200 Appleby Drive, Wanamassa, NJ 07712-4636.

Hard Rock Café Pins Wanted. Will trade my Jersey Tokens & Medals and/or Playboy roulette chips for Hard Rock...Archie Black, PO Box 63, Brick, NJ 08723.

Wanted: Tickets, Transfers, Photographs, and any other items related to streetcars or busses in Scranton, Pa. Charles Wrobleski, 206 Green Street, Clarks Green, PA 18411.

New Jersey Amusement Token Listing. 76-page listing available for $7.00 postpaid from Bob Schopp, 16 Sanbert Circle, Hamilton Square, NJ 08690.

For Sale: Salem, NJ 1870's to 1890's Old newspapers. Local news and many interesting ads, Railroad timetables. $8.00 each or 3 different for $20.00. All orders are postpaid. Steven Kawalec, PO Box 4281, Clifton, NJ 07012.

For Sale: 300 assorted tokens, to best offer. Charles Mikulek, Union, NJ, 07083, Tel. # 908-688-1144.

Wanted: I will pay up to $100 for WW-I service medals issued by states, counties and cities. Please write first. Lou Small, Box 19262 – NJ, Jacksonville, FL. 32245.

For Sale: Pathmark shopping cart, aluminum token $2.00 and SASE. Tokens are obsolete. Al Zaika PO Box 65, Bellmawr, NJ 08099-0065.

A "5" denomination, Buena Vista Hotel token has surfaced. It is brass and 19 mm in size. If your aware of other denominations besides the 5, 25 and 50 please notify the editor.

Wanted: MAGIC TOKENS AND MIRRORS: Will pay $500.00 for a Thurston, Kellar, Herrmann, or Houdini mirror. T.J. Bogusta, 294 Wyckoff Avenue. Wyckoff, NJ 07481 201-847-9081, e-mail tbogusta@proactivegroup.com

Wanted: Items related to the old Jersey City Stadium. (AKA) Roosevelt Stadium, and Roosevelt Stadium in North Bergen/Union City, NJ. George Dorsey, 168 E. Spring Valley Ave., Maywood, NJ 07107

Wanted: Bimetallic tokens from any state, NJ tokens, Lords Prayer medals, (13-19mm), Sofspra car wash tokens and Salada Tea baseball coins. (1962). Rocco DiGiacomo, 42 Sunset Dr., Mt. Holly, NJ 08060-1915.

For Sale: Egg Harbor City Trust Co. stock certificiate, issued 1928, with vignette of female and punch cancelled. $4.00 postpaid. Al Zaika, PO Box 65, Bellmawr, NJ 08099-0065.

Wanted: Tokens, medals and watch FOBS that advertise the Whitehead & Hoag Co. or any that has a swastika on them. US only, price and write Gary Patterson, 10- 4th St., Manchester, NJ 08759.

(Reduced in size)

This magicians banknote is green on one side and orange on the oppisite side and was issued by the S.S. Adams Co., AKA Adams Magic Co. of Asbury Park, N.J. Adams also issued 14 different magicians tokens, several encased cents and other magic supplies and tricks.
Gary Patterson was kind enough to furnish this banknote. Thans Gary. - A.Z.

WANTED:

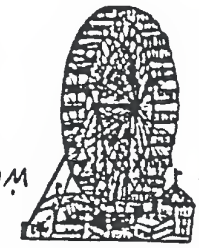
Tokens, medals, mirror cards,
paper scrip, etc.
Premium prices paid for N.J. items needed

A varied inventory available for sale
Your want lists are always welcome

AL ZAIKA
P.O. Box 65
Bellmawr, N.J. 08031

Buying
Coins...Tokens...Medals...World's Fair Memorabilia...
Any Ferris Wheel Items...Old Toys...Model Kits...
Collectibles

Steve's Coins
PO Box 83
Boonton, NJ 07005
(973)627-0705
EMAIL- SMIDDLETOY@AOL.COM
Steve Middleton
ANA ANS TAMS WFCS



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FIRST CLASS